

CALIFORNIA CHILDREN AND FAMILIES COMMISSION PROJECT PROPOSAL

AGENDA ITEM #: 9

DATE OF MEETING: June 19, 2003

ACTION: _____
DISCUSSION: X

PROJECT TITLE: Implementation Plan for the Principles on Equity

A. SUMMARY OF REQUEST:

This proposal requests Commission approval to release a Request for Proposals and expend up to \$1.5 million to be funded over the next three years to secure a contract that provides technical assistance (TA) to county commissions on how to recognize and address issues of diversity, and implement the Principles on Equity (EP) into local First 5 programs. This TA is called for as part of the Commission's Implementation Plan for the EP (see Attachment A).

B. BACKGROUND/HISTORY:

In 2001, the Commission adopted the EP developed by the Advisory Committee on Diversity. Since that time, the EP have been incorporated into the "Guide to Doing Business with CCFC" (see excerpts in Attachment B), the First 5 Strategic Plan, and have been adopted by our approach on media, community based organization program, and the adaptation of the Kit for New Parents into additional languages.

At the March 2003 meeting, the Commission was provided with five priority recommendations of the EP to be used as the framework for development of an implementation plan. The Commission requested that the plan contain operational information (e.g., timeline, resources, implementation activities, expected outcomes) for each priority recommendation. The EP implementation plan, which contains key events, completion dates, and implementer information for each of the five priority areas, is scheduled for discussion at the June 2003 meeting. The plan will be incorporated into the First 5 Strategic Plan for action at the July 2003 Commission meeting. This proposal seeks funding approval to secure a TA contract as outlined in Priority Recommendation #2 of the attached EP Implementation Plan.

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C. PROPOSAL:

Describe the proposed project including the following information:

1. Proposed contractor (if known)
Unknown; a Request for Proposals (RFP) will be released upon Commission approval.
2. Scope of work
A preliminary scope of work is indicated below. At a minimum, the contractor will be expected, through the use of a well-designed equity and inclusion training/TA program, to:
 - ✓ Provide training sessions and TA to First 5 county commissions to better understand issues of the populations to be served, and to fully integrate the EP into business practices and customer service
 - ✓ Develop and distribute guides and best practice samples on “how to” implement the EP
 - ✓ Provide consultation/coaching services to counties requiring assistance
 - ✓ Develop county cross-cultural and inclusion skills
 - ✓ Assist in identifying concrete steps towards designing culturally competent inclusive programs, especially in targeted school readiness
 - ✓ Assist counties in expanding civic engagement strategies (i.e., inform counties on how to involve grassroots organizations and parents in decision-making roles, advocacy efforts, and policy changes)
3. Primary goals and objectives
The primary goal of the TA contract is to enable county commissions to understand and address diversity issues in their communities and to identify concrete steps towards designing more culturally competent and inclusive programs.
4. Population
All California children from birth to age 5 and their families
5. Time frames
The proposal is scheduled as a discussion item at the June 19, 2003 Commission meeting and as an action item at the July 17, 2003

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Commission meeting. The development of a Request For Proposals will begin upon funding approval.

6. Evaluation

The State Commission will measure the number of county commissions that have adopted or incorporated the EP in their strategic plan (First 5 California staff will set county adoption goals with the California Children and Families Association). The evaluation results will be displayed in the First 5 California Annual Report.

7. Cost

The total cost of the project is up to \$1.5 million spread over a three-year period.

D. CCFC OBJECTIVES:

The CCFC objective is promote statewide implementation of the EP.

E. INTERFACE/IMPACT ON OTHER PROGRAMS:

All First 5 programs are expected to be developed and implemented utilizing all of the elements of the EP.

F. Attachments

- ☒ YES: A) The draft Implementation Plan
B) Excerpts from the "Guide to Doing Business with CCFC"

☐ NO